

Creative Economy: Driving of Internationalization and Global Development

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Early 2000th the concept of creative class and creative economy has been developed by Richard Florida and John Howkins. In his recent book, “Who's Your City”, 2009, Richard Florida describes that today's economic transformation for economic development of the post-industrial society: “Is bigger in scale than the shift from farms to factories a century or two ago. As a consequence (advanced economies) are shedding manufacturing jobs and generating jobs in two other economic sectors – low-paid service work in everything from retail sales to personal service, and high-paid professional, innovative and design work in what I call the creative sector of the economy.” [1] Ukraine, Kharkiv city and any company in particular have to do this business choice.

However, “creative economy” is not a well-defined term currently. According to the British Council, “at the heart of the creative economy are the cultural and creative industries that lie at the crossroads of arts, culture, business and technology. What unifies these activities is the fact that they all trade with creative assets in the form of intellectual property (IP); the framework through which creativity translates into economic value” [2].

The United Kingdom (UK) has the largest creative sector of the European Union. In terms of GDP it is the largest in the world, and according to UNESCO it is, in absolute terms, the most successful exporter of cultural goods and services in the world, ahead of even the United States [2]. Gross Value Added (GVA) from the UK's Creative Industries amounted £76,909 mln. or 5.04 per cent of UK total in 2013. Export of Services from the Creative Industries as a percentage of the UK total export reached 8.8 per cent or £17,258 mln. in 2012. Since 1997 the UK increased this indicator more than twice [3].

The Creative Industries were defined in the Government's "2001 Creative Industries Mapping Document" as "those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property" [2]. According to this understanding of the Creative Industries UK's Department for Culture, Media & Sport outlines the following Creative Economy Groups [3]: Advertising and marketing; Architecture; Crafts; Design: product, graphic and fashion design; Film, TV, video, radio and photography; IT, software and computer services; Publishing; Museums, galleries and libraries; Music, performing and visual arts. The Creative Economy Groups are used for the annual statistical data analysis.

Core Creative Fields is showing how the cultural industries through creative industries are forcing the rest of economy, in particular the high-tech sectors, tourism industry and manufacturing. More precisely this mechanism has been described in the Framework for developing Cultural and Creative Industries (CCIs) developed by European Union "Open Method of Coordination" (OMC) Working Group on CCIs, 2012 [4].

In the Creative Economy Report of UNESCO 2013 is stated: "Creative economy it is not a single superhighway, but a multitude of different local trajectories found in cities and regions in developing countries" [5]. Creative clusters open the fastest way for internationalization. Creative clusters development gives us the chance to be included into global supply chains and value creation. Successful startups as the key products of creative clusters will lead to economic growth through the entrepreneurship and SME development in Ukraine and Kharkiv in particular.

1. Self-sufficiency and the creative economy / Times&Transcript // Available at: <http://timetranscript.canadaeast.com/search/article/515696>.

2. What are Creative Industries and Creative Economy // Available at: http://creativecities.britishcouncil.org/creative-industries/what_are_creative_industries_and_creative_economy.

3. Creative Industries Economic Estimates - January 2015 - Publications - GOV.UK / Department for Culture, Media and Sport // Available at: <https://www.gov.uk/government/statistics/creative-industries-economic-estimates-january-2015>.

4. European Agenda for Culture: Work Plan for Culture 2011-2014. Policy Handbook // Working Group of EU Member States Experts (Open Method of Coordination) on Cultural and Creative Industries, 2012 // Available at: http://ec.europa.eu/culture/library/reports/policy-handbook_en.pdf.

5. Creative Economy Report 2013 Special Edition: Widening Local Development Pathways / United Nations Development Programme (UNDP) and the United Nations Educational, Scientific and Cultural Organization (UNESCO) // Available at: <http://www.unesco.org/culture/pdf/creative-economy-report-2013.pdf>.